



| WDAF-TV

## Revision ORDER

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Flight Dates 09/06/12-09/10/12

<u>Contract / Revision</u>	573002	/	JAY NIXON 4 GOVERNOR	<u>Alt Order #</u>	09811426
<u>Original Date / Revision</u>	Agency Com	15%		<u>Billing Type</u>	Cash
09/07/12	09/07/12		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL
<u>Advertiser</u>	Nixon, Jay/D/MO/Governor		1600 Locust Street	<u>Billing Cycle</u>	EOM/EOC
			Philadelphia, PA 19103	<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	<u>Campaign Group</u>			<u>Demographic</u>	A35+
<u>Buying Contact</u>	Sales Office	DC-M		<u>Rev Codes</u>	SP-POL PLC
1600 Locust Street	Sales Region	NAT		<u>Product Codes</u>	PL1Eb
Philadelphia, PA 19103	Agency Ref			<u>Priority</u>	1
				<u>Advertiser Ref</u>	

### **Primary Account Executive**

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Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 25% Market Value 79300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	19825
KCWE	%	0
KMBC	25%	19825
KMCI	%	0
KPXE	%	0
KSHB	25%	19825
KSMO	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	27	\$16,851.25	\$19,825.00	0.00	08/27/12	09/10/12	27	\$16,851.25	\$19,825.00
Totals	27	\$16,851.25	\$19,825.00	0.00					



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**Contract / Revision**

573002

Flight Dates 09/06/12-09/10/12

## Hiatus Dates

Original Date / Revision

09/07/12 / 09/07/12

Order Sep 00:15:00

**Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #**



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Contract / Revision 573002 Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision 09/07/12/ 09/07/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
14	4	09/06/12	09/07/12	M-F 5-6p 5-630p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$450.00			0.00						
15	4	09/10/12	09/10/12	M-F 5-6p 5-630p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$450.00			0.00						
16	4	09/06/12	09/07/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$450.00			0.00						
17	4	09/10/12	09/10/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$450.00			0.00						
18	4	09/06/12	09/07/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$600.00			0.00						
19	4	09/10/12	09/10/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$600.00			0.00						
22	4	09/06/12	09/07/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	---TF--		1	\$750.00			0.00						
23	4	09/10/12	09/10/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$750.00			0.00						
24	4	09/09/12	09/09/12	Home Team Game Chiefs Football on FOX	CM-All	12p-CC	-----S	:30	1	\$7,000.00	2	0.00	NM	1	\$7,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/03/12	09/09/12	-----S		1	\$7,000.00			0.00						
N25	4	09/10/12	09/10/12	M-F 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$450.00			0.00						
N26	4	09/10/12	09/10/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$225.00	2	0.00	NM	1	\$225.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/10/12	09/16/12	M-----		1	\$225.00			0.00						



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Order Sep 00:15:00Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals	Amount
															Totals	27 \$19,825.00